

WHAT WE CLAIM IS:

1. A magnetic recording medium, comprising a magnetic layer at least on one surface of a flexible polymer support member, said magnetic layer comprises a cobalt-containing
5 ferromagnetic metal alloy and a nonmagnetic oxide.

2. A magnetic recording medium according to claim 1, wherein said magnetic layer comprises a ferromagnetic metal alloy containing at least cobalt, platinum and chromium, and a nonmagnetic material.

10 3. A magnetic recording medium, comprising a chromium-containing primer layer and a magnetic layer at least on one surface of a nonmagnetic support member, said chromium-containing primer layer contains chromium and at least one type of element selected from a group of cobalt, beryllium,
15 osmium, rhenium, titanium, zinc, tantalum, aluminum, molybdenum, tungsten, vanadium, iron, antimony, iridium, ruthenium, rhodium, platinum, palladium, silicon, and zirconium, and said magnetic layer comprises a ferromagnetic metal alloy containing at least cobalt,
20 platinum and chromium, and a nonmagnetic material.

4. A magnetic recording medium according to claim 3, wherein said nonmagnetic support member is a flexible polymer support member.

5. A magnetic recording medium according to claim 3,
25 wherein said nonmagnetic support member is a rigid material.

6. A magnetic recording medium, comprising a primer layer containing at least ruthenium, and a magnetic layer at least on one surface of a nonmagnetic substrate, said

magnetic layer comprising a ferromagnetic metal alloy containing at least cobalt, platinum and chromium, and a nonmagnetic material.

7. A magnetic recording medium according to claim 6,
5 wherein said nonmagnetic support member is a flexible polymer support member.

8. A magnetic recording medium according to claim 6, wherein said nonmagnetic support member is a rigid material.